

Chapter 3. Methodology of the research

Methods of researches

- Historical and genetic analysis in the study of the modern forms of medical tourism organization in Thailand and Russia;
- A comparative analysis in determining the characteristics of Thai private clinic formation and further functioning
- Statistical analysis in data analyze
- Forecasting in the determination of the possible strategies for Thai medical tourism business entrance on the Russia market
- Clustering in determining the prior directions for Thai medical tourism product line development

Research consists of 3 stages

1. Theoretical

- 1.1 Sample of Russia markets for further analyze and comparing
- 1.2 Comparative analyze of sample indicators (demand, supply, competition, customers preferences in static and dynamic)
- 1.3 Identifying the methods of SME entrance on the foreign markets. Evaluating their effectiveness and conditions of realizing.
- 1.4 Forming the theoretical recommendations about abilities of Thai clinics entrance on the Russian speaking markets.

2. Work with data

- 2.1 Data collection
- 2.2 Data analyze
- 2.3 Evidence/refute of hypothesis

3. *Work with agents (professionals of medical tourism in considering markets)*

Population and Sample, Inclusion & Exclusion Criteria:

1. The data collection will be made by survey of two big parts of people – first, Russians who lives in Thailand (Bangkok, Pattaya), second, foreigners, permanently living in Russia.

2. The number of respondents is 145, from Russia.

3. Travelers are older than 18 years old.

4. Travelers made a decision about medical treatments by themselves.

5. Travelers need some medical treatment and can travel by themselves or bought the packages.

Research Instruments (Including statement of validity and reliability):

1. Questionnaire - 29 questions, only 2 open questions, contain personal data, trip data, perspective data

2. Literature – science journals, results of researches

3. Statistic data – medical tourism indicators, efficiency of tourism modernization

Data Collection Procedures

Places of the survey –

- hotels of different categories and placed in various parts of the city. To meet the objectives of the study will focus on hotels of high category (the proportion of hotels of different categories in the total number of hotel - 5 * - 30% 4 * - 35%, 3 * - 25%);

- tourist information centers;

- medical tourism exhibition (Moscow, Russia)
- health and medical tourism international congress (Moscow, Russia)
- make the questionnaire in 3 languages (Thai, Russian, English)

Data Analysis Procedures:

1. Monitoring of data collection process (till getting the set indicators – quantity of respondents, quantity of countries of respondents...)
2. Data roll up
3. Verifying the collected data (checking the trap questions, screening the spoiled questionnaires)
4. Correlations between personal characteristics and trips parameters identifying (personal characteristics – age, nationality, type of trip, personal incomes, educations, occupation, purposes of trip and so on; trip parameters – duration of staying, spends, willing to visit Thailand, defined problems and so on).
5. Testing of results (open questions analyze)
6. Testing/ evaluation of hypothesis, offered projects